1 of 11

To- Mark Young
From- Ron Grant

Mark-

Dick Bellis and I want to talk to you about the attached on Thursday conf. call @ 11:00.

Ron

51842 9672

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000

Source: https://www.industrydocuments.ucsf.edu/docs/bdpc0000

70 stores Total Simple .5 total increase

36 stores / 71% CIV

SOM

STORES W/ BOX DIST	3 MTH END OCT	3 MTH END MAY	DIFF	OCT	MAY	DIFF
SALEM	4.24	5.05	.81 ✓	4.23	5.35	1.12
- NEW BOX	.07	1.49	1.42	.09	1.56	1.47
- OTHER	4.17	3.56	-.61	4.14	3.79	-.35
NEWP	9.00	10.34 *	1.34	9.02	11.05	2.03
- TOT BOX	8.37	9.79	1.42	8.44	10.48	2.04
- OTHER	.63	.55	-.08	.58	.57	-.01
KOOL	3.97	3.92	-.05	3.91	4.18	.27
- TOT BOX	2.23	2.26	.03	2.21	2.38	.17
- OTHER	1.74	1.66	-.08	1.70	1.80	.10
SAVINGS M	3.29	2.92	-.37	3.49	2.85	-.64
OTHER FP M	8.52	7.93	-.59	8.54	7.63	-.91

* 9.15 FOR 3 MTH ENDING MARCH

Hoy Woolhead → D. Foley

51842 9673

Jul-15-98 07:47am From-RJRT 9107412300 T-515 P.02/11 F-769

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000

LV

34/29%CIV

SOM

W/O BOX DST	3 MTH END OCT	3 MTH END MAY	DIFF	OCT	MAY	DIFF
SALEM	4.70	4.13*	-.57 ✓	4.77	3.85	-.92
- NEW BOX	.03	.06	.03	.033	-	-.02
- OTHER	4.67	4.07	-.60	4.75	3.85	-.90
NEWP	15.12	14.66	-.46	15.02	15.25	.23
- TOT BOX	13.93	13.81	-.12	13.84	14.44	.60
- OTHER	1.19	.85	-.34	1.18	.81	-.37
KOOL	3.63	3.50	-.13	3.54	3.81	.27
- TOT BOX	1.75	1.70	-.05	1.70	1.80	.10
- OTHER	1.88	1.80	-.08	1.897	2.01	.12
SAVINGS M	.84	.89	.05	.89	.89	-
OTHER FF M	6.45	7.14	.69	6.72	6.71	-.01

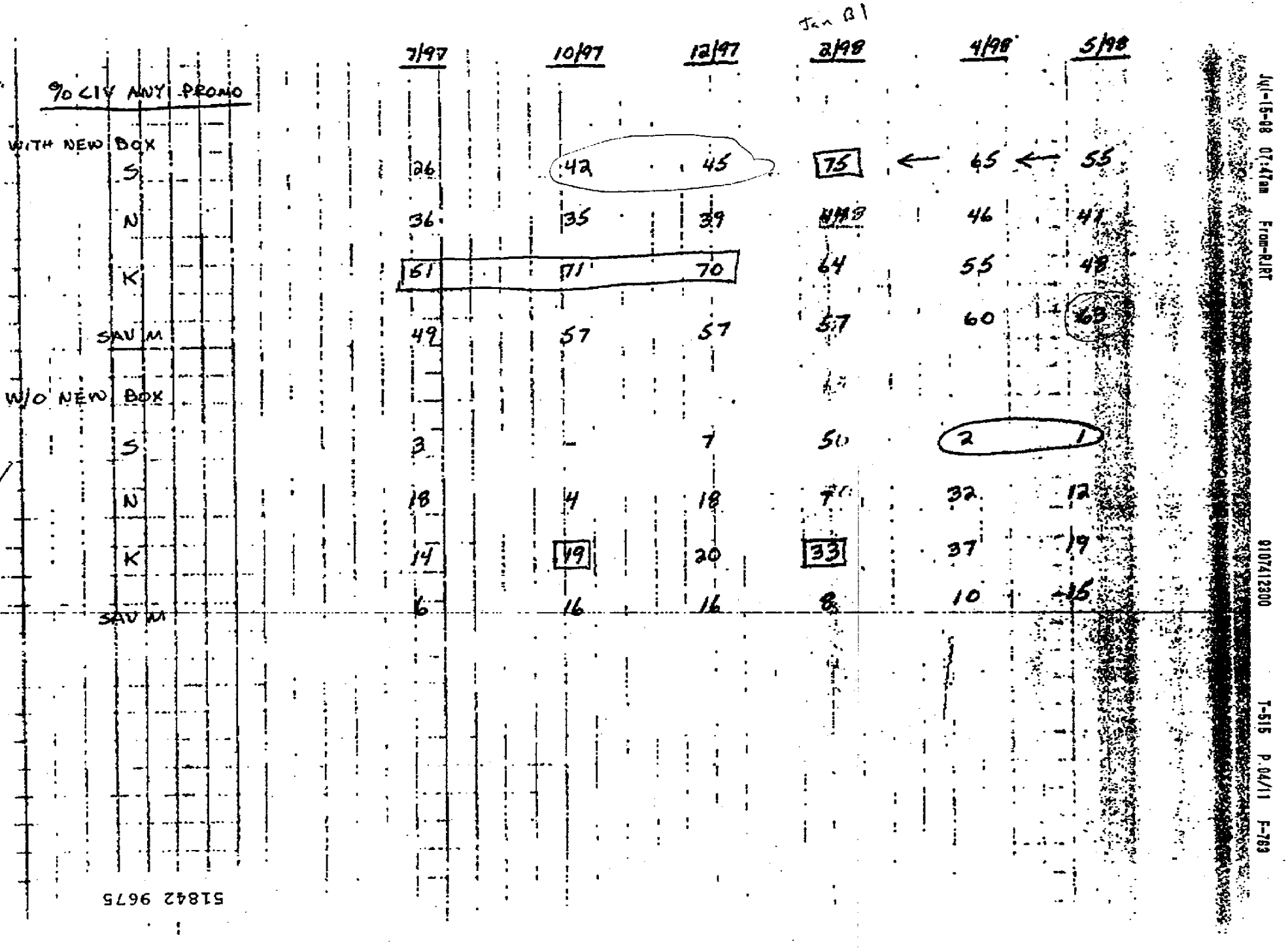
Merl Men

* 4.33 FOR 3 MTHS ENDING APRIL

50/70
SF
TB
ON

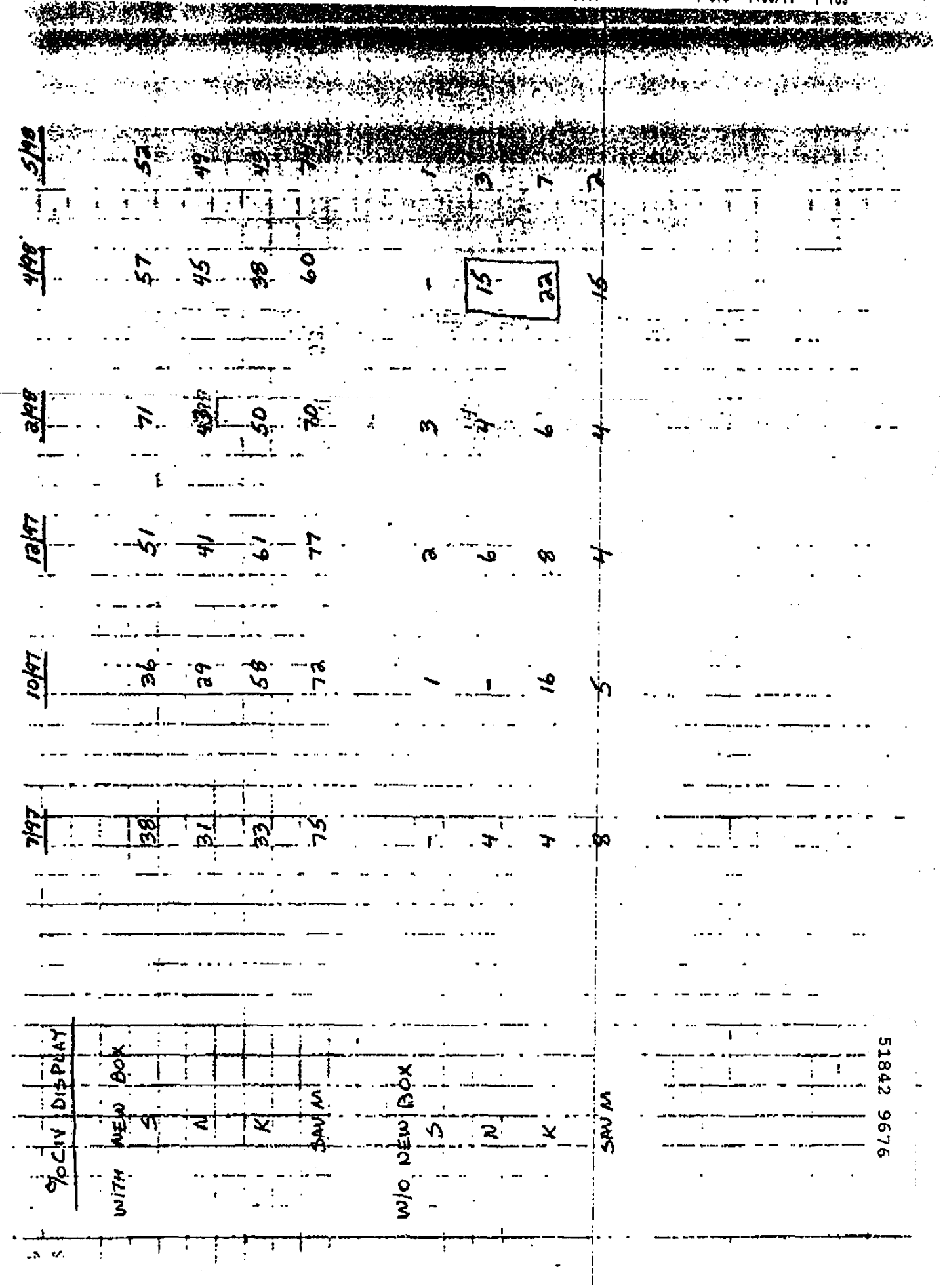
51842 9674

Jul-15-98 07:47am From-RJRT 9107412300 T-515 P.03/11 F-763



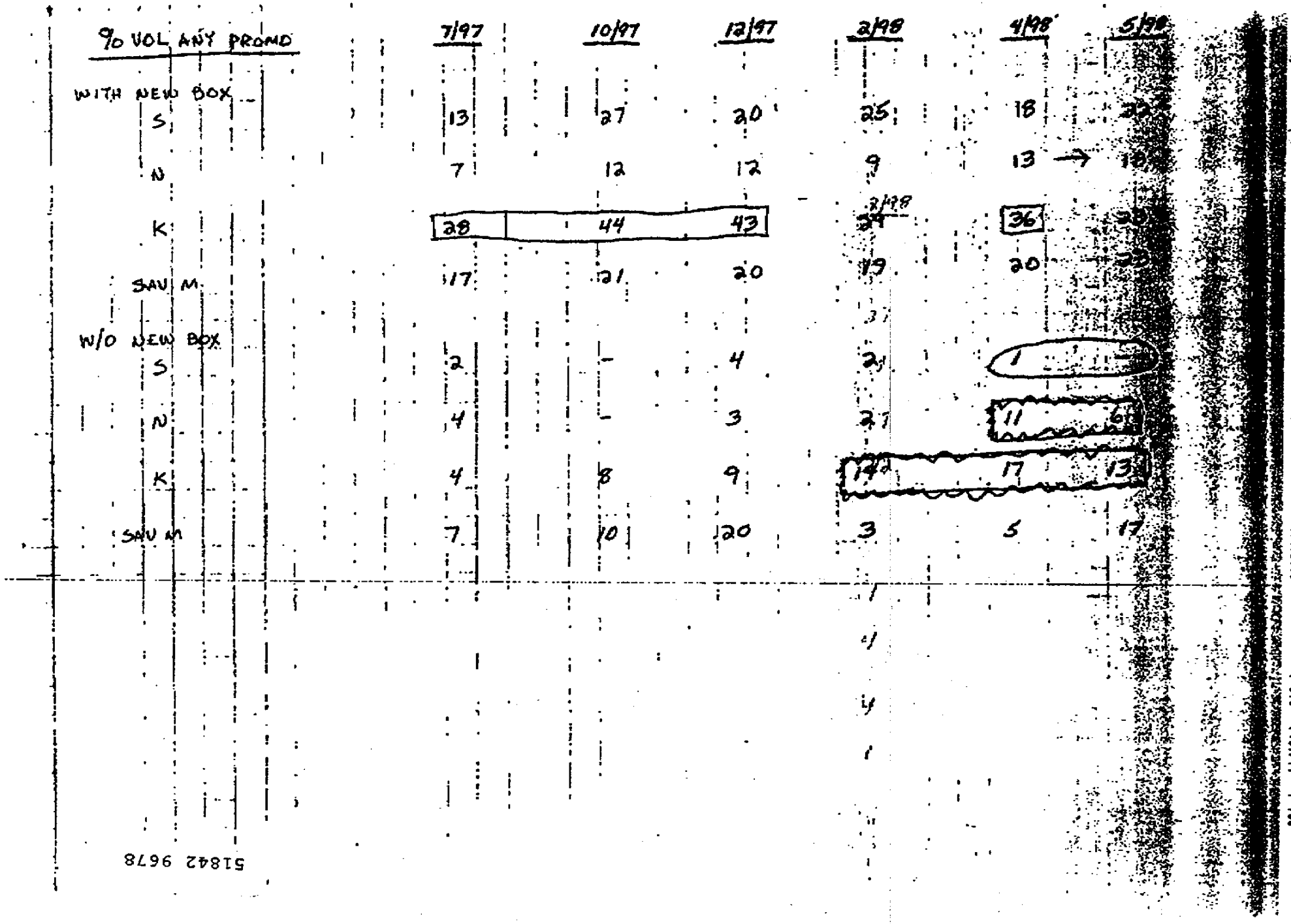
Jul-15-98 07:47am From-RJRT 9107412300 T-515 P.04/11 F-769

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000



Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000



Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000

	4/98	2/98	12/97	10/97	7/97
SJHS	14	17	13	30	14
	18	Strike	14	18	6
	23	17	21	30	13
	13	13	21	32	15
		1	2	1	1
	12	4	1	1	1
	9	4	3	4	1
	7	1	2	1	1

% VOL DIPPING

WITH NEW BOX

S

N

K

SAW M

W/O NEW BOX

S

N

K

SAW M

51842 9679

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SHARE OF MENTHOL DISPLAY

	7/97	10/97	12/97	2/98	4/98	5/98
WITH NEW BOX						
S	21	18	14 30	25 ← 30	16 ←	12
N	~~18~~ 20	~~25~~ 16	~~18~~ 34	~~24~~ 25	20 41	20 45
K	18	25	18	21	20	26
SAN M	19	24	17	12	8	10
W/O NEW BOX						
S	-	1	11	6.11	-	3
N	11	-	32	5/65.1	3.71	4
K	19	42	13	12	13	25
SAN M	36	33	10	17	12	

51842 9680

Jul-15-98 07:50am From-RJRT 8107412800 T-515 P.08/11 F-763

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000

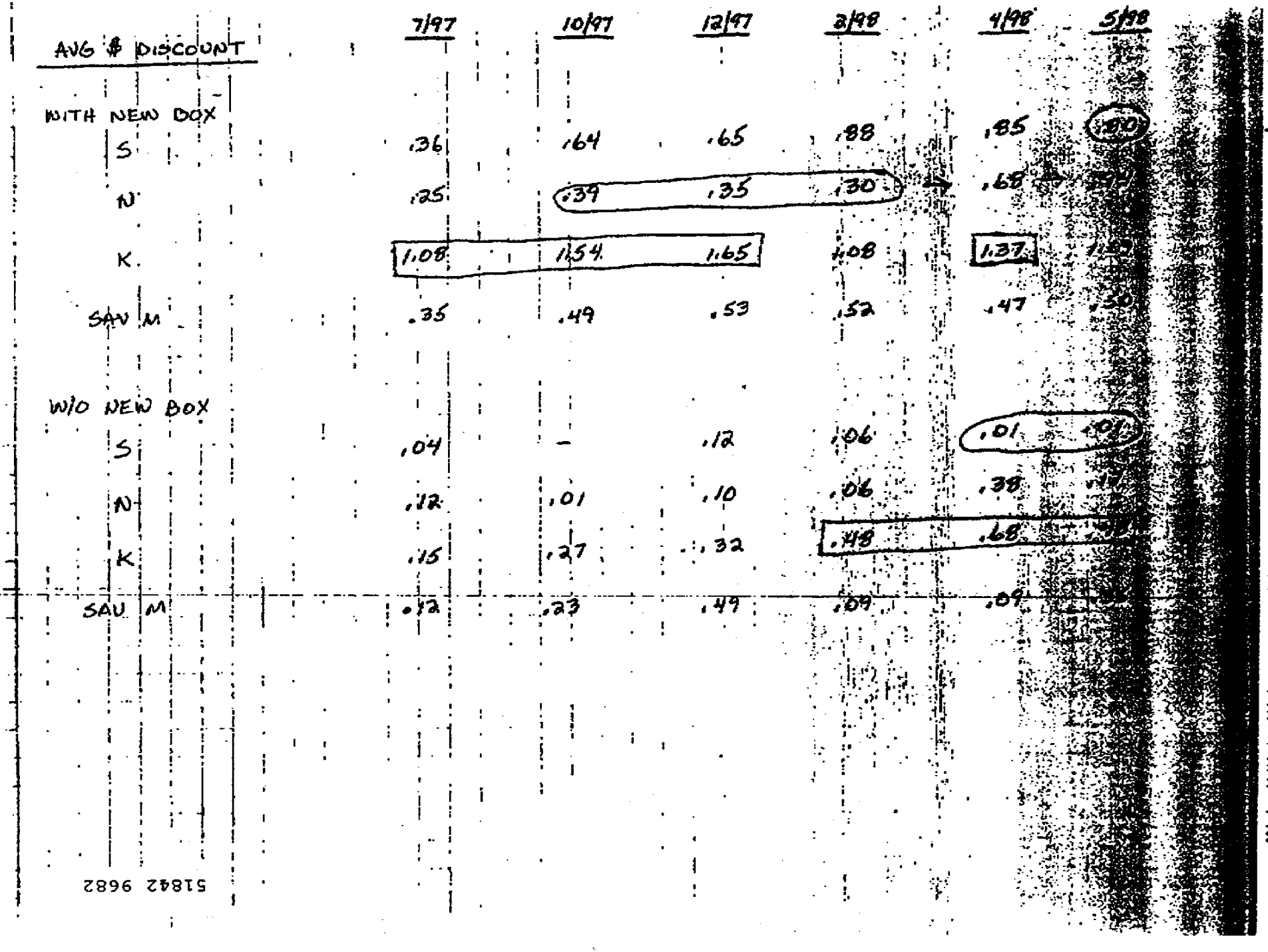
PROMO PACK PRICE	7/97	10/97	12/97	2/98	4/98	5/98
WITH NEW BOX						
S	2.00	2.02	1.95	1.94	1.77	1.91
N	1.88	2.01	2.02	1.81	1.81	1.87
K	1.84	1.91	1.95	1.97	2.01	1.90
SAV M	1.68	1.65	1.68	1.59	1.73	1.70
W/O NEW BOX						
S	2.27	—	2.20	1.95	2.20	2.17
N	2.08	2.10	2.11	2.10	2.03	2.10
K	2.02	1.99	2.04	2.01	2.01	2.07
SAV M	1.89	1.84	1.99	1.94	1.95	1.96

1.92

51842 9681

Jul-15-98 07:51am From-RJRT 9107412300 T-515 P.10/11 F-783

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000



AVG $ DISCOUNT

	7/97	10/97	12/97	2/98	4/98	5/98
WITH NEW BOX						
S	.36	.64	.65	.88	.85	.80
N	.25	.39	.35	.30	.68	.57
K	1.08	1.54	1.65	1.08	1.37	1.25
SAN M	.35	.49	.53	.52	.47	.50
W/O NEW BOX						
S	.04	–	.12	.06	.01	.01
N	.12	.01	.10	.06	.38	.17
K	.15	.27	.32	.48	.68	.59
SAN M	.12	.23	.49	.09	.09	.09

51842 9682

Jul-15-98 07:52am From-RJRT 0107412800 T-516 P.11/11 F-763

Source: https://www.industrydocuments.ucsf.edu/docs/hrbp0000